

WHAT IS CLAIMED IS:

- 1 1. A game system for providing a local edition of an online game, the game
2 system comprising:
3 a game device;
4 a game server in communication with the game device, the game server
5 comprising:
6 a processor, and
7 a storage device in communication with the processor, the storage
8 device storing instructions adapted to be executed by the processor for:
9 receiving from the game device an indication of a
10 geographic location;
11 determining geographic data about a prize sponsor;
12 determining game content based on the geographic location
13 and the geographic data about the prize sponsor;
14 transmitting the game content to the game device; and
15 determining at least one prize to offer a player based on the
16 geographic location.
- 1 2. The game system of claim 1, further comprising:
2 a second storage device in communication with the game server, the second
3 storage device storing data that identifies a plurality of prize sponsors,
4 in which each prize sponsor of the plurality of prize sponsors is associated
5 with respective geographic data, and
6 in which each prize sponsor of the plurality of prize sponsors is associated
7 with at least one respective prize.
- 1 3. The game system of claim 1, in which determining the at least one prize to
2 offer the player comprises:
3 identifying a local prize sponsor from the plurality of prize sponsors based
4 on the geographic location and the respective geographic data associated with each
5 prize sponsor; and

6 determining a prize to offer the player,
7 in which the prize is associated with the local prize sponsor.

1 4. A method comprising:
2 receiving information about a plurality of merchants, each merchant being
3 associated with respective first geographic data;
4 determining second geographic data that is associated with a user;
5 determining a set of local products based on the first geographic data and
6 the second geographic data;
7 generating a local edition of a game, the local edition including a
8 representation of at least one local product from the set of local products;
9 determining a measure of performance of the user in the game;
10 determining, based on the measure of performance, whether to provide the
11 user with at least one entitlement; and
12 receiving an indication of a selection by the user of at least one entitlement,
13 in which each at least one selected entitlement is associated with a
14 respective local product from the set of local products.

1 5. A method comprising:
2 determining geographic data that is associated with a user;
3 determining at least one game element based on the geographic data;
4 initiating a game for the user, the game including the at least one game
5 element;
6 determining a measure of performance of the user;
7 determining whether to provide at least one retail entitlement to the user
8 based on the measure of performance; and
9 providing the user with at least one retail entitlement.

1 6. The method of claim 5, in which determining the measure of performance
2 of the user comprises:
3 increasing the measure of performance based on play of the game by the
4 user.

1 7. The method of claim 5, in which determining the measure of performance
2 of the user comprises:
3 decreasing the measure of performance based on play of the game by the
4 user.

1 8. The method of claim 5, further comprising:
2 displaying an indication of the measure of performance to the user.

1 9. The method of claim 5, in which displaying the indication of the measure
2 of performance comprises:
3 displaying the measure of performance using a price meter.

1 10. The method of claim 5, in which the measure of performance comprises a
2 credit amount.

1 11. The method of claim 5, in which the measure of performance comprises a
2 price.

1 12. The method of claim 5, further comprising:
2 determining a purchase amount for the at least one retail entitlement; and
3 receiving the purchase amount from the user.

1 13. The method of claim 12, in which determining the purchase amount
2 comprises:
3 determining the purchase amount based on the measure of performance.

1 14. The method of claim 12, in which determining the purchase amount
2 comprises:
3 determining a target price; and

4 subtracting the measure of performance from the target price to determine
5 the purchase amount.

1 15. The method of claim 5, in which the at least one game element comprises at
2 least one of:

3 an indication of a merchant,
4 a representation of a product,
5 a price of a product,
6 a question about a price of a product, and
7 an indication of a location of the user.

1 16. The method of claim 4, further comprising:
2 determining a plurality of offers based on the geographic data.

1 17. The method of claim 5, further comprising:
2 transmitting respective indications of a plurality of products to the user.

1 18. The method of claim 5, further comprising:
2 displaying a showcase of prizes to the user.

1 19. The method of claim 18, in which displaying the showcase comprises:
2 displaying the showcase of prizes to the user after play of the game is
3 completed.

1 20. The method of claim 5, in which determining whether to provide at least
2 one retail entitlement to the user comprises:
3 determining, based on the measure of performance, how many retail
4 entitlements the user is eligible to receive.

1 21. The method of claim 5, further comprising:
2 receiving a payment from the user in exchange for the at least one retail
3 entitlement.

- 1 22. The method of claim 5, further comprising:
2 determining an amount to charge the user for the at least one retail
3 entitlement.
- 1 23. A computer-readable medium storing instructions configured to direct a
2 processor to perform the method of claim 5.
- 1 24. An apparatus comprising:
2 a processor; and
3 the computer readable medium of claim 23 in communication with the
4 processor.
- 1 25. A method comprising:
2 determining geographic data that is associated with a player;
3 determining a plurality of prizes based on the geographic data;
4 initiating a game;
5 determining a measure of performance of the player in the game;
6 determining, based on the measure of performance, whether to allow the
7 player to select at least one prize from the plurality of prizes; and
8 receiving an indication of a selection by the player of at least one prize.
- 1 26. The method of claim 25, further comprising:
2 transmitting redemption information to the customer, the redemption
3 information including an indication of the selected at least one prize.
- 1 27. The method of claim 26, in which the redemption information comprises
2 information about a printable certificate.
- 1 28. The method of claim 26, in which the redemption information comprises a
2 prize code.

- 1 29. The method of claim 26, further comprising:
2 storing an indication of issuance of the at least one prize to the customer.
- 1 30. The method of claim 26, further comprising:
2 receiving a request from a merchant to validate a retail entitlement.
- 1 31. The method of claim 30, further comprising:
2 determining whether the retail entitlement is valid.
- 1 32. The method of claim 31, further comprising:
2 transmitting to the merchant a signal that indicates whether the retail
3 entitlement is valid.
- 1 33. A method comprising:
2 determining location data that is associated with a user;
3 determining at least one game element based on the location data;
4 initiating a game for the user, the game including the at least one game
5 element;
6 determining a measure of performance of the user;
7 determining a purchase amount of at least one retail entitlement based on
8 the measure of performance; and
9 providing the user with a certificate associated with the at least one retail
10 entitlement in exchange for the purchase amount, in which the certificate is
11 redeemable by the user at a merchant.
- 1 34. A method comprising:
2 determining geographic data that is associated with a user;
3 determining a plurality of local merchants based on the geographic data;
4 determining a measure of performance of the user in a game;
5 determining, based on the measure of performance, whether to allow the
6 user to select at least one retail entitlement; and

7 receiving an indication of a selection by the user of at least one retail
8 entitlement,
9 in which each at least one retail entitlement selected by the user is
10 associated with a respective local merchant of the plurality of local merchants.